

1 of 8

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$100.00	10/30-11/02	12	1	12	\$1,200.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$100.00	11/05-11/05	3	1	3	\$300.00	
		Buyline Comment: NEWS										
	3	TU	5A-6A	NEWS	:30	\$100.00	11/06-11/06	2	1	2	\$200.00	
		Buyline Comment: NEWS										
	4	TU	6A-7A	NEWS	:30	\$190.00	11/06-11/06	2	1	2	\$380.00	
		Buyline Comment: NEWS										
	5	M	6A-7A	NEWS	:30	\$190.00	11/05-11/05	3	1	3	\$570.00	
		Buyline Comment: NEWS										
	6	TU-F	6A-7A	NEWS	:30	\$190.00	10/30-11/02	12	1	12	\$2,280.00	
		Buyline Comment: NEWS										
	7	TU-F	7A-9A	TODAY	:30	\$250.00	10/30-11/02	16	1	16	\$4,000.00	
		Buyline Comment: TODAY										
	8	M	7A-9A	TODAY	:30	\$250.00	11/05-11/05	4	1	4	\$1,000.00	
		Buyline Comment: TODAY										
	9	TU	7A-9A	TODAY	:30	\$250.00	11/06-11/06	2	1	2	\$500.00	
		Buyline Comment: TODAY										
	10	SA	6A-7A	NEWS	:30	\$125.00	11/03-11/03	2	1	2	\$250.00	
		Buyline Comment: NEWS										

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) HORSFORD FOR CONGRE  
 Product HORSFORD 4 CONGRESS  
 Estimate# 1366  
 Buyer JESSE DEMASTRIE  
 Phone#  
 Fax#  
 Agency ( ) GMMB  
 3050 K ST NW  
 WASHINGTON, DC 20007  
 Agency C/P1/P2/E 115/122/1366  
 Flight Dates 10/30/2012 - 11/06/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$250.00	11/04-11/04	2	1	2	\$500.00	
	12	SU	8A-9A	Buyline Comment: MTP	:30	\$1,900.00	11/04-11/04	2	1	2	\$3,800.00	
	13	TU	9A-10A	Buyline Comment: TODAY 2	:30	\$150.00	11/06-11/06	1	1	1	\$150.00	
	14	M	9A-10A	Buyline Comment: TODAY 2	:30	\$150.00	11/05-11/05	2	1	2	\$300.00	
	15	TU-F	9A-10A	Buyline Comment: TODAY 2	:30	\$150.00	10/30-11/02	8	1	8	\$1,200.00	
	16	TU-F	10A-11A	Buyline Comment: TODAY 3	:30	\$100.00	10/30-11/02	8	1	8	\$800.00	
	17	M	10A-11A	Buyline Comment: TODAY 3	:30	\$100.00	11/05-11/05	2	1	2	\$200.00	
	18	TU	10A-11A	Buyline Comment: TODAY 3	:30	\$100.00	10/30-10/30	2	1	2	\$200.00	
	19	TU	11A-12P	Buyline Comment: RR	:30	\$100.00	11/06-11/06	2	1	2	\$200.00	
	20	M	11A-12P	Buyline Comment: RR	:30	\$100.00	11/05-11/05	2	1	2	\$200.00	
	21	TU-F	11A-12P	Buyline Comment: RR	:30	\$100.00	10/30-11/02	8	1	8	\$800.00	

Rep Order#	6834007	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

Traffic Order# 105010

010      **Printed:**      08/02/2012 9:32 AM  
          **Last Received:**      08/01/2012 4:27 PM  
**Showing Buylines:** All Lines

20

Station KSNV-TV LAS VEGAS, NV.  
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Product HORSFORD 4 CONGRESS  
Estimate# 1366  
Buyer JESSE DEMASTRIE  
Phone#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 1151/122/1366  
Flight Dates 10/30/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm	
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	TU-F	12P-1230P	NEWS	:30	\$125.00	10/30-11/02	5	1	5	\$625.00	
		Buyline Comment: NEWS										
	23	M	12P-1230P	NEWS	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	24	TU	12P-1230P	NEWS	:30	\$125.00	11/06-11/06	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	25	TU	2P-3P	DRS	:30	\$100.00	11/06-11/06	1	1	1	\$100.00	
		Buyline Comment: DRS										
	26	M	2P-3P	DRS	:30	\$100.00	11/05-11/05	2	1	2	\$200.00	
		Buyline Comment: DRS										
	27	TU-F	2P-3P	DRS	:30	\$100.00	10/30-11/02	8	1	8	\$800.00	
		Buyline Comment: DRS										
	28	SU	9A-930A	TODAY	:30	\$125.00	11/04-11/04	1	1	1	\$125.00	
		Buyline Comment: TODAY										
	29	TU	3P-4P	PHIL	:30	\$150.00	11/06-11/06	1	1	1	\$150.00	
		Buyline Comment: PHIL										
	30	M	3P-4P	PHIL	:30	\$150.00	11/05-11/05	1	1	1	\$150.00	
		Buyline Comment: PHIL										
	31	TU-F	3P-4P	PHIL	:30	\$150.00	10/30-11/02	7	1	7	\$1,050.00	
		Buyline Comment: PHIL										
	32	TU-F	4P-430P	NEWS	:30	\$175.00	10/30-11/02	5	1	5	\$875.00	
		Buyline Comment: NEWS										

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 Advertiser ( ) HORSFORD FOR CONGRE 3050 K ST NW  
 Product HORSFORD 4 CONGRESS WASHINGTON, DC 20007  
 Estimate# 1366 Agency C/P1/P2/E 115/122/1366  
 Buyer JESSE DEMASTRIE Flight Dates 10/30/2012 - 11/06/2012  
 Phone# Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
33	M		4P-430P	NEWS	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
				Buyline Comment: NEWS								
34	TU		4P-430P	NEWS	:30	\$175.00	11/06-11/06	1	1	1	\$175.00	
				Buyline Comment: NEWS								
35	TU		430P-5P	NEWS	:30	\$175.00	11/06-11/06	1	1	1	\$175.00	
				Buyline Comment: NEWS								
36	M		430P-5P	NEWS	:30	\$175.00	11/05-11/05	1	1	1	\$175.00	
				Buyline Comment: NEWS								
37	TU-F		430P-5P	NEWS	:30	\$175.00	10/30-11/02	5	1	5	\$875.00	
				Buyline Comment: NEWS								
38	TU-F		5P-630P	NEWS	:30	\$265.00	10/30-11/02	9	1	9	\$2,385.00	
				Buyline Comment: NEWS								
39	M		5P-630P	NEWS	:30	\$265.00	11/05-11/05	2	1	2	\$530.00	
				Buyline Comment: NEWS								
40	TU		5P-630P	NEWS	:30	\$265.00	11/06-11/06	1	1	1	\$265.00	
				Buyline Comment: NEWS								
41	TU-F		630P-7P	NEWS	:30	\$260.00	10/30-11/02	5	1	5	\$1,300.00	
				Buyline Comment: JEP								
42	M		630P-7P	NEWS	:30	\$260.00	11/05-11/05	1	1	1	\$260.00	
				Buyline Comment: JEP								
43	M		7P-730P	NEWS	:30	\$260.00	11/05-11/05	1	1	1	\$260.00	
				Buyline Comment: WHEEL								

5 of 8

5 of 8

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	TU-F	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$260.00	10/30-11/02	5	1	5	\$1,300.00	
	45	SA	630P-7P	JEP Buyline Comment: JEP	:30	\$175.00	11/03-11/03	1	1	1	\$175.00	
	46	SA	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$175.00	11/03-11/03	1	1	1	\$175.00	
	47	M	10P-11P	REVOLUTION Buyline Comment: REVOLUTION	:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
	48	TU	10P-11P	PARENTHOOD Buyline Comment: PARENTHOOD	:30	\$900.00	10/30-10/30	1	1	1	\$900.00	
	49	TH	10P-11P	ROCK CENTER Buyline Comment: ROCK CENTER	:30	\$950.00	11/01-11/01	1	1	1	\$950.00	
	50	F	10P-11P	DATELINE Buyline Comment: DATELINE	:30	\$1,000.00	11/02-11/02	1	1	1	\$1,000.00	
	51	SA	10P-11P	SVU Buyline Comment: SVU	:30	\$500.00	11/03-11/03	1	1	1	\$500.00	
	52	SU	10P-11P	L&O AFTER NFL Buyline Comment: L&O AFTER NFL	:30	\$350.00	11/04-11/04	1	1	1	\$350.00	
	53	TU-F	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$275.00	10/30-11/02	5	1	5	\$1,375.00	
	54	M	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	

6 of 8

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SA	11P-1135P	NEWS	:30	\$285.00	11/03-11/03	1	1	1	\$285.00	
		Buyline Comment: NEWS										
	56	SU	11P-1135P	NEWS	:30	\$285.00	11/04-11/04	1	1	1	\$285.00	
		Buyline Comment: NEWS										
	57	TU-F	1135P-1235A	TON SHOW	:30	\$150.00	10/30-11/02	9	1	9	\$1,350.00	
		Buyline Comment: TON SHOW										
	58	M	1135P-1235A	TON SHOW	:30	\$150.00	11/05-11/05	2	1	2	\$300.00	
		Buyline Comment: TON SHOW										
	59	SA	1130P-1A	SNL	:30	\$400.00	11/03-11/03	1	1	1	\$400.00	
		Buyline Comment: SNL										
	60	SU	515P-830P	SNF	:30	\$4,000.00	11/04-11/04	2	1	2	\$8,000.00	
		Buyline Comment: SNF										
	61	SA	7A-9A	SAT TODAY	:30	\$175.00	11/03-11/03	2	1	2	\$350.00	
		Buyline Comment: SAT TODAY										
	62	SU	6A-7A	NEWS	:30	\$110.00	11/04-11/04	2	1	2	\$220.00	
		Buyline Comment: NEWS										
	63	SU	930A-10A	CM	:30	\$175.00	11/04-11/04	1	1	1	\$175.00	
		Buyline Comment: CM										
	64	M	8P-10P	VOICE	:30	\$1,100.00	11/05-11/05	1	1	1	\$1,100.00	
		Buyline Comment: VOICE										
	65	W	9P-10P	ROCK CENTER	:30	\$1,300.00	10/31-10/31	1	1	1	\$1,300.00	
		Buyline Comment: ROCK CENTER										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	66	W	10P-11P	CHI FIRE	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	Buyline Comment: CHI FIRE											
	67	TH	9P-10P	OFFICE/UP ALL NIGHT	:30	\$850.00	11/01-11/01	1	1	1	\$850.00	
	Buyline Comment: OFFICE/UP ALL NIGHT											
	68	F	9P-10P	GRIMM	:30	\$750.00	11/02-11/02	1	1	1	\$750.00	
	Buyline Comment: GRIMM											
	69	SA	8P-9P	PRIME	:30	\$350.00	11/03-11/03	1	1	1	\$350.00	
	Buyline Comment: PRIME											

---REPORT TOTALS---  
 Report Totals: 204 / \$54,645.00

---SALES MONTHLY TOTALS---  
 Nov 12: 204 / \$54,645.00  
 Sales Totals: 204 / \$54,645.00  
 Station Totals: 204 / \$54,645.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$176,274	CATV 0%	KBLR 0%	KINC 0%	KLAS 26%	KSNV 31%
		KTNV 16%	KTUD 1%	KVCW 4%	KVMY 4%	KVVU 16%
		XXXX 0%				

---COMPETITIVE COMMENTS---  
 NEW ORDER

Books NOV12  
 Demos RA35+

Rep Order# 6834007 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 105010 Printed: 08/02/2012 9:32 AM 8 of 8  
EC'd Yes Last Received: 08/01/2012 4:27 PM  
Showing Buylines: All Lines

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---Agency Comment---  
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---  
CASH IN ADVANCE